

**Communication Theory & Methodology Division, AEJMC
2008 Members' Meeting Agenda**

Presiding Doug Blanks Hindman division Vice Head (Maria Len-Rios Division Head was called away on a family emergency) called the meeting to order at 7.15 p.m. on August 8, 2008.

1) Review and approve of the minutes for the 2007 members' meeting.

Members unanimously approved the minutes for the 2007 member's meeting.

2) Reports

a) Financial report (Doug Blanks Hindman)

As of July 21, 2008, we were \$58.87 in the red, although Rich Burke assured us that we had taken in 500 or \$600 in registration. Our main conference expenses were student registration reimbursement \$900, Barrow Scholarship \$300; Midwinter conference co-sponsorship \$250; Chaffee McLeod student scholarship \$250; award certificates \$220. The Communication Methods & Measures journal does not adversely affect our balance sheet as the fees we pay are tied directly to our membership numbers. \$21 of the regular members' \$26 in dues goes to the journal; \$13 of the students' \$16 in dues goes to the journal. The Executive Board will discuss ways of adjusting the Division's expenses to avoid negative balances in the future.

b) Council of Divisions report (Doug Blanks Hindman)

Discussion in the meeting referred to:

- Renewing the contract with All Academic given concerns from the previous year.
- The Council of Divisions unanimously passed a new strategic plan.
- We voted against a Council of Division plan to disqualify papers that included personal information.

c) Newsletter report (Andrew Mendelson)

d) Membership (Jason Reneike and Myiah Hively)

Summarized two projects: a membership report based on conference registration data from AEJMC and the results of an original membership survey. The data from AEJMC indicated that division membership has continued to decline – down to 298 members in 2008 from 373 in 2005(the earliest year we had data for), which represents a loss of 20% of the divisions members over that time period. The most troubling aspect of this loss was the decline in graduate student involvement, with 19% of the division ($n = 62$) being graduate students in 2007, but only 16% of the division ($n = 49$) being graduate students in 2008. The data from the member survey were collected during June and July of 2008. Though the response rate (21% of the total number of division members at the time) was acceptable, and consistent with association figures on sex composition, graduate students and international members were under-represented. Some of the most important findings were that

- Most CT&M members (59.7%) are also members of the Mass Communication and Society division. Most CT&M members (62.9%) are also members of the International Communication Association.
- Average satisfaction with the division overall on a one to five scale with 1 indicating no satisfaction at all and 5 indicating complete satisfaction was 3.68 ($SD = 0.92$).
- Most CT&M members (80.6%) had received at least one issue of *Communication Methods and Measures* at the time the survey was conducted. Most (69.4%) said that they had read at least one article in the journal, and a noteworthy portion (22.6%) said that they had cited an article from the journal in their own work. Only 17.7% reported having submitted an article for consideration for publication in the journal.
- For the most part, division communications were reaching members. Among survey respondents, 72.6% reported receiving CT&M listserv e-mails, and 67.8% said that they had read at least one issue of *CT&M Concepts* in the year preceding the survey. However, a majority of respondents (53.2%) indicated that they were not aware of the division's blog (<http://aejmcctm.blogspot.com/>)
- Greater satisfaction with *Communication Methods and Measures* was associated with greater satisfaction with the division overall ($r = .370, p < .05$), but those who had been members for more of the five years preceding the survey tended to be less satisfied with the journal ($r = -.280, p < .05$).

e) Teaching Standards (Michel Haigh)

We had two teaching panels last year. One we co-sponsored with the Magazine Division on teaching theory in skills classes.

f) PF&R (Ed Horowitz)

g) Research/Papers (Hernando Rojas – Midwinter Meeting; Dominique Brossard – Annual Conference)

For the Midwinter Meeting the division received 10 abstracts that were sent to 4 judges. Bearing in mind that we had 12 slots at the conference and none of the proposals was deemed inappropriate by the judges, all ten were accepted.

For the annual conference CT&M received 106 submissions (compared to MC&S 150 – Advertising 120, and Comm Tech 110). Papers were assigned to 90 judges, who received a mix of faculty and student papers. When all the reviews were in, scores were standardized and averaged for each paper. 55 papers were selected, for an overall acceptance rate of 52% (acceptance rate among faculty papers was 63% and among student papers 39%).

h) Program (Doug Blanks Hindman)

The division programmed fifty-five papers (from one hundred six submitted) into eight research panels, twenty-four in poster sessions, and eight in a high density session.

i) *Communication Methods and Measures* (Doug Blanks Hindman)

The publisher's representative reported the journal had 31 institutional subscriptions, 11 personal subscriptions, in addition to the CT&M member subscriptions. To raise the subscription rates, the journal must notify us in July. We requested that the publisher representative be present at the next CT&M Member's meeting.

j) *Journalism & Communication Monographs* (Kathy McKee)

3) Awards

a) Paper awards (Dominique Brossard)

Top faculty paper award was for Jochen Peter and Patti Valkenburg from the University of Amsterdam for their paper "Adolescents' Exposure to Sexually Explicit Internet Material and Sexual Satisfaction: A Longitudinal Study." Other top three faculty papers included "A Selective Exposure Experiment on Social Identity Theory: Effects of News Valence, Character Race, and Recipient Race on Selective News Reading" by Osei Appiah, Silvia Knobloch-Westerwick from The Ohio State University and Scott Alter, from UMD-New Jersey, and "Explicating and measuring social relationships in social capital research: A working paper" by Mami Kikuchi and Cynthia-Lou Coleman, from Portland State.

The *Chaffee-McLeod* top student paper award was for Sebastian Valenzuela from the University of Texas-Austin and his paper "Political Involvement and Type of Issue Moderate Priming Effects: Evidence from the 2006 Canadian Election.

b) Barrow Minority Doctoral Student Scholarship (Xiaoli Nan)

4) Elections

a) Vice-head (Dominique Brossard, Ed Horowitz)

Dominique Brossard elected.

b) Research Chair (Michel Haigh, Hernando Rojas)

Bearing in mind the proposed structure change this election this election was postponed until the pending structure decision is taken

c) Executive Committee (Open Nominations – 2 open seats)

Xiaoli Nan and Jason Reineke were elected.

5) Old Business – Leadership Structure Change

The new structure for division leadership was passed via online voting (70 for and 5 against).

The new structure is:

Each year, elections will be held for

1. Two members of the Executive Board to two year terms
2. Beginning in 2010, a Research Chair/Paper Competition Chair will be elected from among those who have served two years as executive board members (currently, Xiaoli Nan and Jason Reineke).

Research Chair/Paper Competition Chair will become Vice-Head/Program Chair the second year, and Division Head the third year.

For the transition,

Hernando Rojas, current Research Chair/Paper Competition Chair will become Vice-Head/Program Chair for the 2009-2010 year, Division Head in 2010-2011

Michel Haigh will become Research Chair/Paper Competition Chair for the 2009-2010 year, Vice-Head/Program Chair in 2010-2011, and Division Head in 2011-2012.

The business meeting unanimously endorsed the online member's decision as well as the transition formula.

6) New Business

No new business was introduced.

7) Adjournment

Meeting adjourned at 8.15 p.m.